

mini malls, street benches, modern lighting techniques for streets and stores, plants and trees on sidewalks, uniform sign advertising, additional parking space, and pleasant, attractive pedestrian walkways from parking lots to the Central Business District. Unique advertising campaigns, merchant relations campaigns and consumer and merchant opinion surveys are not to be overlooked as means and methods of improving the CBD.

Approximately 18% of the CBD is used for services which is an increase of approximately 8% over the 1960 percentage.* Many uses such as banking and self service uses are classified as services but were previously classified as trade uses.

Within the one mile planning area of Kinston, there are approximately 126.3 acres (3 percent) of the developed land classified as trade. The largest or most concentrated areas are adjacent to N.C. 11-55 south of Kinston. These areas are characterized with mixed land uses such as residential, service, trade and manufacturing. Also in this area, substandard dwelling units and irregular lot sizes are a distinct characteristic.

Currently, the Chamber of Commerce and the Kinston Downtown Merchants Association are the only organized trade associations. As Kinston grows into a much larger city, the need for a very active trade association will be necessary to not only develop a well rounded trade center but to increase trade by making facilities

*Previously many uses in the Central Business District were classified as trade, however, under the Standard Land Use Coding System approximately 18 percent of the CBD is classified as services. Banking, and self-service facilities are classified as services under the Standard Land Use Coding System.